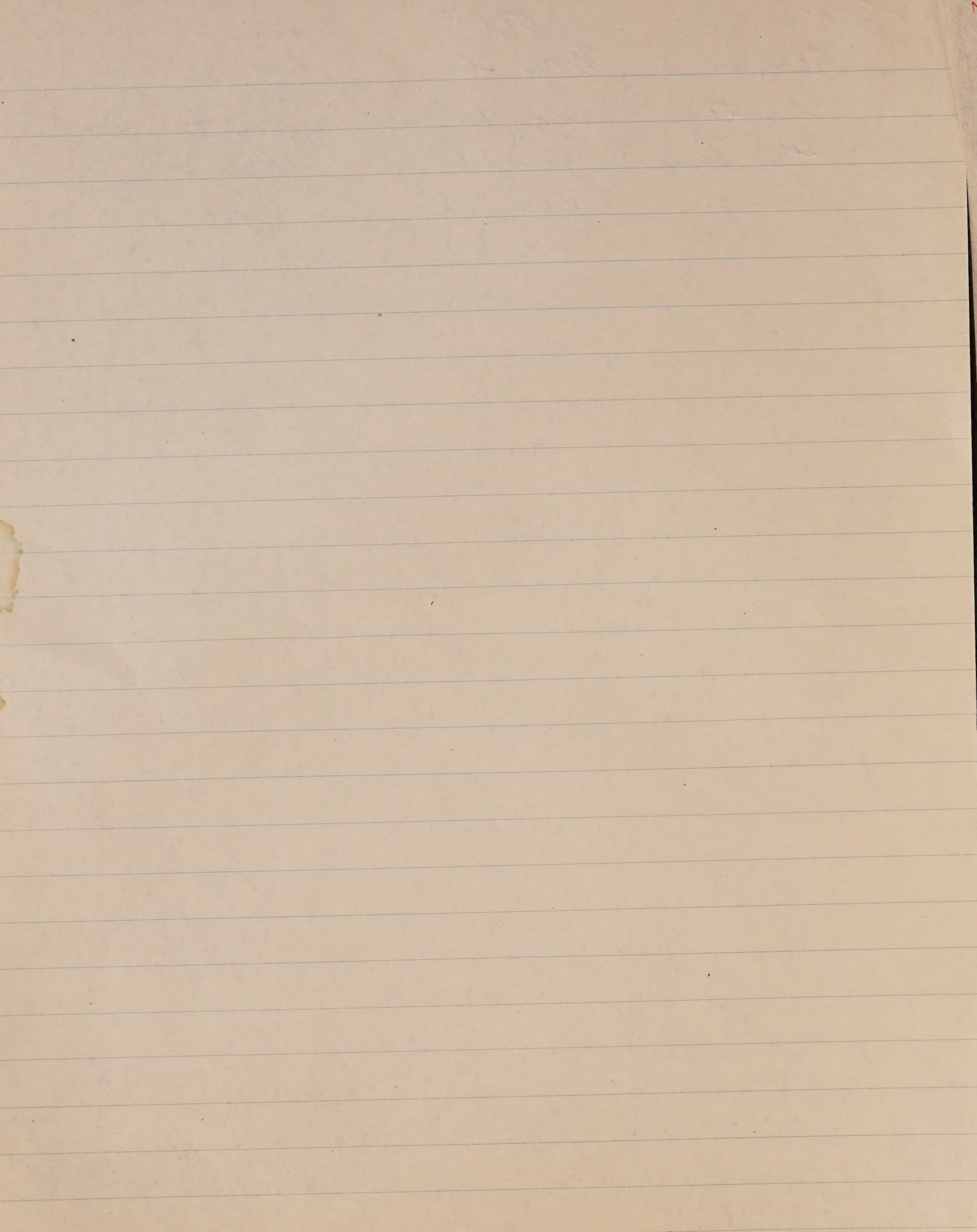


Thanks. :	<sup>Ob</sup> Nov. 26	Rescue Nov 30
Christ-	Dec. 20	Jan. 4
Mid-Ten	Jan 21	Feb 2
Spring	Mar. 28	Apr. 5







December 13, 1947

Publicity Director  
The New York Times  
New York City  
New York

Dear Sir:

I understand that many college radio stations in this vicinity are receiving a news service from you, whereby at 7:00 p.m. the latest news is sent via telegraph to each station for use on a later program.

I wonder if you might be able to give me further particulars as to how we might obtain this service for WHRC. I would greatly appreciate anything you are able to offer.

Sincerely, yours,

E. M. Jamison, Secretary



December 13, 1947

Publicity Director  
The New York Times  
New York City  
New York

Dear Sir:

I understand that many college radio stations in this vicinity are receiving a news service from you, whereby at 7:00 p.m. the latest news is sent via teletype to each station for use on a later program.

I wonder if you might be able to give me further particulars as to how we might obtain this service for WHRC. I would greatly appreciate anything you are able to offer.

Sincerely, Yours,

W. A. Johnson, Secretary

100



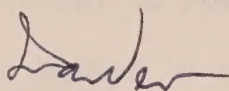
The New York Times  
Times Square

September 10, 1948

Dear Mr. Knowlton:

On August 10, we wrote you asking whether Station WHRC wished to have The New York Times news bulletins again this year. We appreciate that it has been vacation time and that the station staff has not been on the spot but we hope now that Labor Day has passed that we may have your decision soon. We are planning to start service on September 27 and would like to know as soon as possible what our production and transmission schedule will be.

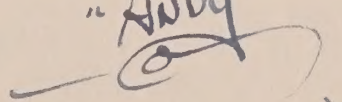
Sincerely yours,



Ivan Veit

Director of Promotion and Research

Mr. Andrew Knowlton,  
Haverford College,  
Station WHRC,  
Haverford, Pennsylvania

ANSWERED  
SEPT. 23, 48  
"ANDY"  


(NEWS BEGINS OCT. 18 —)

The New York Times  
Times Square

September 10, 1948

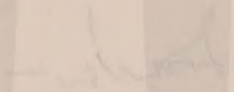
Mr. J. P. Maclean:

The August 10, 1948, edition of the New York Times news column, "This Year, we appreciate that it has been a vacation time, and that the station staff has not been on the spot but we hope now that Labor Day has passed that we may have your attention again."

Digitized by the Internet Archive  
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Amateur Radio Digital Communications, Grant 151

Sincerely yours,



Very truly yours,

Director of the National Bureau of Standards

Mr. J. P. Maclean,  
New York College,  
New York City.

New York, New York  
September 10, 1948



The New York Times  
Times Square

September 27, 1948

*File This  
Contract  
Sept. 29, 1948*

*Andrew  
Knowlton  
WHRC*

Station WHRC  
Haverford College  
Haverford, Pennsylvania

Attention: Mr. Andrew Knowlton, President

Gentlemen:

We are writing to set forth the conditions under which The New York Times will supply to your station five days a week (Monday through Friday) news summaries. The conditions are the following:

1. The New York Times agrees to file with Western Union at or before 7 P.M., Local New York Time, for transmission and delivery to you, five days a week (Monday through Friday) news summary of approximately 600 words. The New York Times will pay all transmission charges and there will be no charge to you for the service.
2. The New York Times agrees to continue this service through the college year 1948-1949.
3. You agree to broadcast these news summaries without addition, alteration or omission (except as provided in paragraph four) on a regular schedule, at or prior to 9 P.M., your time that day.
4. Individual news broadcasts may be cancelled by you should another urgent broadcast have to be put on the air at the same time. Such cancellations are not to exceed three times per month. An individual item may be omitted from a broadcast if it is local to your college and its broadcast on the air would for any reason be contrary to college policy.
5. You agree that such news service will be identified in the following manner at each broadcast -

At the beginning of the news broadcast.....

"The following news summary has been prepared for listeners of Station WHRC by The New York Times."

At the end of the summary.....

"This news broadcast is a service to The New York Times for the faculty and students of Haverford College."

*Should be of; not "to."  
we make this  
correction.*

The above announcements may be altered by mutual agreement.



The Third North American  
Conference

September 22, 1942

Attention: Mr. J. H. Anderson, President

Dear Mr. Anderson: I am writing you today to express my sincere appreciation for the work you and your committee have done in the past few months. The work you have done is of the highest quality.

The New York Times agrees to the following terms: The New York Times will pay for the cost of the conference, including the cost of the hotel, the cost of the meals, and the cost of the transportation. The New York Times will also pay for the cost of the conference, including the cost of the hotel, the cost of the meals, and the cost of the transportation.

The New York Times agrees to the following terms: The New York Times will pay for the cost of the conference, including the cost of the hotel, the cost of the meals, and the cost of the transportation. The New York Times will also pay for the cost of the conference, including the cost of the hotel, the cost of the meals, and the cost of the transportation.

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The New York Times  
Times Square

Station WHRC

(Page 2)

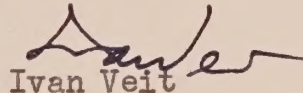
September 27, 1948

6. These news broadcasts may not be sold for commercial sponsorship.
7. Upon thirty days' written notice sent by either of us to the other, this arrangement may be cancelled at the termination of such thirty days.

If the above conditions are acceptable, please so indicate by signing and returning to us a carbon copy of this letter, which you will find enclosed, which will then constitute the agreement between us.

We shall thereupon be prepared to start the service on October 18.

Very truly yours,



Ivan Veit

Director of Promotion and Research  
THE NEW YORK TIMES

ACCEPTED: Andrew Knowlton  
TITLE: President  
DATE: September 29, 1948







The New York Times  
Times Square

March 17, 1949

Dear Mr. Knowlton:

Will you kindly advise us if you go off the air for a spring and Easter vacation? If so, we should like to know what date to discontinue the news bulletins and when you wish to return to the air. We should appreciate hearing from you.

Sincerely yours,



Ivan Veit  
Director of Promotion and Research

Mr. Andrew Knowlton,  
Station WHRC,  
Haverford College,  
Haverford, Pennsylvania







21 March 1949

Mr. Ivan Veit  
Director, Promotion and Research  
The New York Times  
Times Square, New York

Dear Mr. Veit:

In reply to your letter of 17 March, our station goes off the air at 12:00 M Friday 25 March, and will resume broadcasting at 7:00 PM Monday 4 April.

Thank you very much for calling this matter to our attention.

Respectfully,

Nevius M. Curtis  
President, WHRC

NMC/jcb

COPIES





The New York Times  
Times Square

April 29, 1949

Dear Mr. Knowlton:

Our radio broadcast desk has to make up its summer vacation schedule as soon as possible. In order to do so, they will have to know the final date for our daily college radio station news bulletins. I would appreciate it if you would let me know by return mail your final broadcast date of the semester.

Sincerely yours,



Ivan Veit  
Director of Promotion and Research

Mr. Andrew Knowlton,  
Station WHRC,  
Haverford College,  
Haverford, Pennsylvania





FILE COPY ONLY

W H A V  
HAVERFORD COLLEGE  
HAVERFORD, PENNA.

OFFICE OF THE SECRETARY

MEMBER  
INTERCOLLEGIATE BROADCASTING SYSTEM  
9 May 1949

Mr. Ivan Veit  
Director, Promotion and Research  
THE NEW YORK TIMES  
Times Square, New York, N.Y.

Dear Mr. Veit:

In reply to your letter of 29 April, 1949, our final  
broadcast date for the present semester will be 25  
May.

On behalf of the Board of Directors of the station,  
I would like to express our sincere appreciation for  
your cooperation and interest during the past year.

Sincerely

Joseph C. Brown  
Program Director

JCB/jb





The New York Times  
Times Square

Station WHRC,  
Haverford College,  
Haverford, Pennsylvania

July 27, 1949

Attention: Mr. Joseph C. Brown,  
Program Director

Gentlemen:

We are writing to set forth the conditions under which The New York Times will supply to your station five days a week (Monday through Friday) news summaries. The conditions are the following:

1. The New York Times agrees to file with Western Union at or before 7 P.M., local New York time, for transmission and delivery to you, five days a week (Monday through Friday) news summary of approximately 600 words. The New York Times will pay all transmission charges and there will be no charge to you for the service.
2. The New York Times agrees to continue this service through the college year 1949-1950.
3. You agree to broadcast these news summaries without addition, alteration or omission (except as provided in paragraph four) on a regular schedule, at or prior to 9 P.M., your time that day.
4. Individual news broadcasts may be cancelled by you should another urgent broadcast have to be put on the air at the same time. Such cancellations are not to exceed three times per month. An individual item may be omitted from a broadcast if it is local to your college and its broadcast on the air would for any reason be contrary to college policy.
5. You agree that such news service will be identified in the following manner at each broadcast -

At the beginning of the news broadcast.....

"The following news summary has been  
prepared for listeners of Station WHRC by  
The New York Times."

At the end of the summary.....

"This news broadcast is a service of The  
New York Times for the faculty and students  
of Haverford College."

The above announcements may be altered by mutual agreement.





The New York Times  
Times Square

STATION WHRC,  
Haverford College

(Page 2)

July 27, 1949

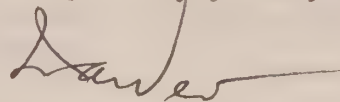
6. These news broadcasts may not be sold for commercial sponsorship.
7. Upon thirty days' written notice sent by either of us to the other, this arrangement may be cancelled at the termination of such thirty days.

If the above conditions are acceptable, please so indicate by signing and returning to us a carbon copy of this letter, which you will find enclosed, which will then constitute the agreement between us.

We shall thereupon be prepared to start the service on MONDAY, SEPT 19

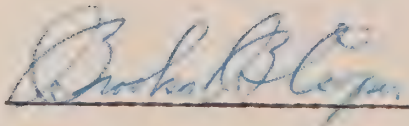
Very truly yours,

(1949)



Ivan Veit  
Director of Promotion and Research  
THE NEW YORK TIMES

ACCEPTED:



TITLE:

President - WHRC; signed for Program Director

DATE:

July 31, 1949





The New York Times  
Times Square

July 27, 1949

Station WHRC  
Haverford College  
Haverford, Pennsylvania

Attention: Mr. Joseph C. Brown,  
Program Director

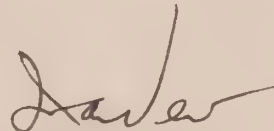
Gentlemen:

The New York Times is planning again to furnish daily news bulletins for broadcast by a selected list of college radio stations. We should be glad to furnish these bulletins to Station WHRC during the 1949-1950 college year.

If you wish this service, please countersign one copy of the enclosed agreement and return it to me. The conditions are the same as in the past.

Please be sure to indicate in the last paragraph the date on which you wish this service to start for your station. We have left the date blank and will follow your instructions for the inauguration of the bulletin service.

Sincerely yours,



Ivan Veit  
Director of Promotion and Research





The New York Times  
Times Square

September 13, 1949

Dear Mr. Brown:

This is to notify you that The New York Times news bulletins for station WHRC will start on Monday, September 19, as you requested. They will be sent by Western Union as heretofore and we hope that they will serve as a useful part of your regular program.

Sincerely yours,



Ivan Veit  
Director of Promotion and Research

Mr. Joseph C. Brown  
Program Director,  
Station WHRC  
Haverford College  
Haverford, Pa.





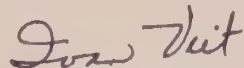
The New York Times  
Times Square

May 5, 1950

Dear Mr. Brown:

We are contemplating continuing our college news bulletin service next year if the participating stations feel that they would like to have it. I wonder if we might have an expression of opinion from you and also the name and summer address of the person with whom we should correspond prior to the opening of college with respect to 1950-51 arrangements.

Sincerely yours,



Ivan Veit

Director of Promotion and Research

Mr. Joseph C. Brown  
Program Director  
Station WHRC  
Haverford College  
Haverford, Pennsylvania





The New York Times  
Times Square

July 28, 1950

STATION WHRC  
Haverford College  
Haverford, Pennsylvania

Attention: Station Manager

Gentlemen:

We are writing to set forth the conditions under which The New York Times will supply to your station five days a week (Monday through Friday) news summaries. The conditions are the following:

1. The New York Times agrees to file with Western Union at or before 7 P. M., local New York time, for transmission and delivery to you, five days a week (Monday through Friday) news summary of approximately 600 words. The New York Times will pay all transmission charges and there will be no charge to you for the service.
2. The New York Times agrees to continue this service through the college year 1950-1951.
3. You agree to broadcast these news summaries without addition, alteration or omission (except as provided in paragraph four) on a regular schedule, at or prior to 9 P. M., your time that day.
4. Individual news broadcasts may be cancelled by you should another urgent broadcast have to be put on the air at the same time. Such cancellations are not to exceed three times per month. An individual item may be omitted from a broadcast if it is local to your college and its broadcast on the air would for any reason be contrary to college policy.
5. You agree that such news service will be identified in the following manner at each broadcast -

At the beginning of the news broadcast.....

"The following news summary has been prepared for listeners of Station WHRC by The New York Times."

At the end of the summary.....

"This news broadcast is a service of The New York Times for the faculty and students of Haverford College."





The New York Times  
Times Square

STATION WHRC  
Haverford College

(Page 2)

July 28, 1950

The above announcements may be altered by mutual agreement.

6. These news broadcasts may not be sold for commercial sponsorship.
7. Upon thirty days written notice sent by either of us to the other, this arrangement may be cancelled at the termination of such thirty days.

If the above conditions are acceptable, please so indicate by signing and returning to us a carbon copy of this letter, which you will find enclosed, which will then constitute the agreement between us.

We shall thereupon be prepared to start the service on \_\_\_\_\_.

Very truly yours,



Ivan Veit

Director of Promotion and Research  
THE NEW YORK TIMES

ACCEPTED: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_



The New York Times  
Times Square

December 7, 1950

Mr. William S. Tassman  
Station WHRC  
Haverford College,  
Haverford, Pa.

Dear Mr. Tassman:

Since we have had no reply to our letter of November 22 regarding the dates you will be off the air during the Christmas holidays, it has been decided that the final broadcast date will be Wednesday, December 20, and the news bulletin service will be resumed on Tuesday, January 2, 1951.

In the event you have mislaid the form sent you, we again enclose another one so that we may be advised of future dates your station will be off the air.

Sincerely yours,

*Ivan Veit*

Ivan Veit  
Director of Promotion and Research





**The New York Times**

TIMES SQUARE NEW YORK 18 NY

LACKAWANNA 4-1000

OK.  
DWT  
4/26/51

April 10, 1951

Mr. William S. Tassman  
STATION WHRC  
Haverford College  
Haverford, Pa.

Dear Mr. Tassman:

We are planning to continue The New York Times news bulletin service to a selected list of college radio stations during the coming year. We shall be happy to continue the service of your station if you wish to have it.

Enclosed is an agreement form, the same as the terms of last year's agreement. If you would like to have bulletin service during the 1951-52 college year, please sign and return one copy of the agreement for our files.

Sincerely,



Ivan Veit  
Director of Promotion and Research





  
April 26, 1951

Mr. Ivan Veit  
Director of Promotion and Research,  
The New York Times,  
Times Square,  
New York 18, N.Y.

Dear Mr. Veit;

This is in reply to your letter of the tenth of this month which enclosed contracts for the news service of The New York Times.

Enclosed please find a signed copy of the contract. We are retaining the other copy for our files. We are very happy to have The New York Times again offer to service us. The Times news bulletins are very well received here.

Thank you. If we can be of any service to you, please let us know.

Yours very truly,



Daniel W. Hardy  
Station Manager



April 10, 1951

STATION WHRC  
HAVERFORD COLLEGE  
Haverford, Pa.

Attention: Station Manager

Dear Sir:

We are writing to set forth the conditions under which The New York Times will supply to your station five days a week (Monday through Friday) news summaries. The conditions are the following:

1. The New York Times agrees to file with Western Union at or before 7 P.M., local New York time, for transmission and delivery to you, five days a week (Monday through Friday) news summary of approximately 600 words. The New York Times will pay all transmission charges and there will be no charge to you for the service.
2. The New York Times agrees to continue this service through the college year 1951-52.
3. You agree to broadcast these news summaries without addition, alteration or omission (except as provided in paragraph four) on a regular schedule, at or prior to 9 P.M., your time that day.
4. Individual news broadcasts may be cancelled by you should another urgent broadcast have to be put on the air at the same time. Such cancellations are not to exceed three times per month. An individual item may be omitted from a broadcast if it is local to your college and its broadcast on the air would for any reason be contrary to college policy.
5. You agree that such news service will be identified in the following manner at each broadcast.

At the beginning of the news broadcast...

"The following news summary has been prepared for listeners of Station WHRC by The New York Times.

At the end of the summary...

"This news broadcast is a service of The New York Times for the faculty and students of Haverford College."

The above announcements may be altered by mutual agreement.



April 10, 1951

STATION WND  
HARRISON COLLEGE  
Haverford, Pa.

MEMORANDUM

Dear Sir:

We are writing to you for the purpose of discussing the New York Times  
will agree to your station's use of the Times' news  
material. The conditions are the following:

1. The New York Times agrees to this use of its material only if it is  
before 7 P.M., local New York time, for transmission and  
delivery to you, five days a week (Monday through Friday) and  
amount of approximately 600 words. The New York Times will  
pay all transmission charges and there will be no charge to  
you for the service.
2. The New York Times agrees to continue this service through  
the college year 1951-52.
3. You agree to transmit the news material in its original  
alteration or omission (except as provided in paragraph four)  
as a regular schedule, at a time to be determined by you.  
Any
4. Individual news broadcasts may be cancelled by you should another  
urgent broadcast have to be put on the air at the same time.  
Such cancellations are not to exceed three times per month.  
An individual item may be omitted from a broadcast if it is  
found to be out of line with the broadcast as a whole and  
not contrary to college policy.
5. You agree that such news service will be identified in the  
following manner at each broadcast:  
At the beginning of the news broadcast...  
The following news summary was prepared by  
the newsroom of Station WNDH by The New York Times.  
At the end of the summary...  
"This news broadcast is a service of The New York  
Times for the faculty and students of Haverford College."

The above memorandum may be altered in detail by mutual agreement.

Station Manager  
STATION WHRC

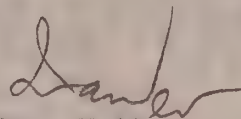
(Page 2)

6. These news broadcasts may not be sold for commercial sponsorship.
7. Upon thirty days' written notice sent by either of us to the other, this arrangement may be cancelled at the termination of such thirty days.

If the above conditions are acceptable, please so indicate by signing and returning to us a carbon copy of this letter, which you will find enclosed and which will then constitute the agreement between us.

We shall thereupon be prepared to start the service on Sept 24, 1951

Very truly yours,



Ivan Veit

Director of Promotion and Research  
THE NEW YORK TIMES

ACCEPTED: D. W. H.

TITLE: Sta. Mgr.

DATE: April 26, 1951





The New York Times  
Times Square

March 17, 1952

Mr. Daniel W. Hardy  
Manager  
Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Hardy:

The college radio stations which have participated in The New York Times news bulletin service have reported that these programs have been a valuable part of their schedule. We are happy therefore to inform you that we are able to announce a major improvement in this service for the coming college year.

Instead of telegraphic transmission, we plan next Fall to start sending news bulletins to the participating stations by teletype. Arrangements will be made by us for the installation of a teletype machine in the office of each radio station and, as in the past, The New York Times will pay transmission charges. We would supply two news summaries of approximately 600 words each, one between 6:00 and 7:00 in the evening and the other at 10:15 P. M. In addition, we would undertake to send special flashes of any outstanding news development occurring during the evening hours.

In order to make final arrangements with the telephone company for this equipment, we must know at an early date which colleges wish to receive this service. Therefore, will you please let us know no later than April 15 whether or not you will want The New York Times news bulletins next year. We will then send you a formal agreement similar in its provisions to the present arrangement.

Sincerely,



Ivan Veit

Director of Promotion and Research



Station WHRO  
Haverford College  
Haverford, Penna.  
March 31, 1952

Mr. Ivan Veit  
Director of Promotion and Research  
The New York Times  
Times Square  
New York, New York

Dear Sir:

We will be very pleased to receive your news transmissions by teletype, beginning this fall. Our production department would be anxious to receive any additional service, for special bulletins or summary and analysis presentation, in addition to the two scheduled news summaries.

Thank you very much for considering us in your provision of this needed service. I shall be glad to answer any questions regarding final arrangements.

Very truly yours,

William Morrison  
Station Manager





The New York Times  
Times Square

Mr. William Morrison  
page 2

April 3, 1952

This will help us in deciding whether or not to send bulletins on stories for which there is a specified release time and will also let us know the time after which the flashes would be of no use to you.

We look forward to a year of increased service to your station and hope the new service will be beneficial to you.

Sincerely,



Ivan Veit

Director of Promotion and Research

Enc.





The New York Times  
Times Square

April 3, 1952

Mr. William Morrison  
Manager  
Station WHRC  
Haverford College  
Haverford, Pennsylvania

Dear Mr. Morrison:

We are glad to have your approval of our plan to install a teletype machine in the quarters of Station WHRC and to increase our news bulletin service to you beginning next Fall. Enclosed is our agreement form, one copy of which I should appreciate your signing and returning to me.

There have been a few questions from participating stations on subjects which may be of interest to you also. They include the following items:

1. There will be no expense to your station in connection with the installation or maintenance, and we shall supply the paper for the machine. If there is any difficulty with the operation of the machine, there will be a plate on the side of it to indicate where to call for service, or you can notify your local telephone company.
2. The teletypes will be controlled centrally from The New York Times. We will be able to turn them on and off and it will not be necessary for you to have an attendant on hand at the moment of transmission.
3. In selecting a location for the machine, the one requirement will be that there be access to an electric plug. No extra wiring can be done.
4. Under our arrangement with the telephone company, our leased wires will be available to us from 6:00 P. M. to 2:00 A. M. We will not be able this year to provide any daytime bulletins or flashes.
5. Our broadcast desk has been instructed to include sports results in so far as possible in their preparation of the college bulletins.
6. It will be absolutely essential for us to have your broadcasting schedule for the college year. A form is enclosed which we hope you will return with the contract agreement. We should also like to know the hours at which you contemplate putting the bulletins on the air and at what time you close down for the night.



AGREEMENT BETWEEN  
THE NEW YORK TIMES AND RADIO STATION WHRC  
FOR NEWS BULLETIN SERVICE DURING THE COLLEGE YEAR 1952-53

Following are the conditions under which The New York Times will supply to your station without charge, a news bulletin service five days a week (Monday through Friday) during the college year of 1952-1953.

1. The New York Times agrees to send via teletype five days a week (Monday through Friday), two news summaries of approximately 600 words each at or before 7:00 P.M. and 10:15 P.M., local New York time. The Times will also send a flash bulletin of any outstanding news development occurring during the evening hours up to your station's closing time.
2. The New York Times will pay all transmission charges, including cost of installation and maintenance of a receiving teletype at your end, so that there will be no charge to you whatever for the news service.
3. The New York Times agrees to continue this service through the college year 1952-1953.
4. You will agree to broadcast these news summaries without addition, alteration or omission on a regular schedule at or prior to 9:00 P.M. and 11:00 P.M., your time that day.
5. You agree that such news service will be identified in the following manner at each broadcast:

At the beginning of the news broadcast . . . .

"The following news summary has been prepared for listeners of Station WHRC by The New York Times."

At the end of the summary . . . .

"This news broadcast is a service of The New York Times for the faculty and students of Haverford College."

The above announcement may be altered by mutual agreement.

6. These news broadcasts may not be sold for commercial sponsorship.
7. Upon thirty days' written notice sent by either of us to the other, this arrangement may be cancelled at the termination of such thirty days.





8. Service for the 1952-1953 college year is to start on or about Sept. 28.

ACCEPTED:

FOR: \_\_\_\_\_  
Radio Station  
\_\_\_\_\_  
Name  
\_\_\_\_\_  
(Title)

FOR: THE NEW YORK TIMES  
Anderson  
Name  
Director of Promotion & Research  
(Title)

DATE: \_\_\_\_\_

DATE: April 4, 1952



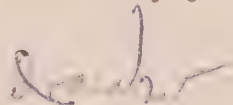
The New York Times  
Times Square

May 7, 1952

Dear Mr. Morrison:

For your information, your new teletype for receipt of New York Times broadcast material will be installed by the A. T. & T. Company just before college opens this fall, and in time for your opening broadcast. The A. T. & T. Company will remove it temporarily after your final broadcast of the season, and will arrange with you direct about installation and removal.

Sincerely yours,



Ivan Veit

Director of Promotion and Research

Mr. H. William Morrison  
Station Manager  
Station WHRC  
Haverford College  
Haverford, Pennsylvania





May 19, 1952

Mr. Ivan Veit  
Director of Promotion and Research  
The New York Times  
Times Square  
New York, New York

Dear Mr. Veit:

In your letter of the 7th I was glad to hear of final confirmation on the printer service next fall. On the basis of pleasant past experience, we of WHRC are very anxious to continue these Times News Broadcasts. You have been helpful, and the programs have been very satisfying. We definitely wish to continue our association with the New York Times, as a loyalty to past friendship.

Yesterday I received a proposal from the "Eastern States Radio Corporation," in which we were offered daily 24-hour UP or AP news and feature coverage. In return we would sponsor two fifteen newscasts a day. Of course, there would be great benefits to our station from such extended coverage.

But, if Eastern States would like to extend the offer even though we continue your broadcasts at the superior contracted times (as we plan to do), what is your attitude toward our possible acceptance of such news service? Although the contract seems to be silent on this point, would you consider it a moral breach?

Due to the feeling of loyalty that has grown up with the Times around here, we will continue our contract with you. If your attitude toward the acceptance of the Eastern States offer is negative, would there be a possibility of an extension of your service? Next year we plan to broadcast 24 hours a day. In addition to an extension of the time of "flash" copy to around the clock, we would like to do a 15-minute commentary and analysis during the night. There are certain other special features we would like very much to do, such as all-night coverage of the November election returns. If you ask us to reject the Eastern States plan of increased coverage, would it be feasible to extend your service somewhat beyond the two 5-minute scripts and flashes?

I await your early reply. For increased co-operation and benefit for both of us in the future, I am

Sincerely yours,

*W.M.*  
William Morrison, Station Mgr.



Handwritten text, likely a letter or document, written in cursive script. The text is faint and mostly illegible due to fading and bleed-through from the reverse side. It appears to be a personal communication, possibly dated in the late 19th or early 20th century.

# The New York Times

TIMES SQUARE NEW YORK 18 NY  
LACKAWANNA 4-1000

May 21, 1952

Dear Mr. Morrison:

I have your letter of May 19. It would not be appropriate for us even to suggest that you reject the proposal for the Eastern States Radio Corporation. I can readily understand the value of this service to you since you plan to broadcast 24 hours a day.

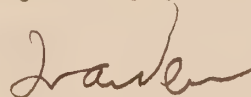
The nature of our operation makes it impossible for us to increase the service as described in our agreement, therefore we offer you the following alternatives:

- (1) To retain The New York Times service at the agreed times and to use the Eastern States Radio Corporation service on the other parts of your daily program.
- (2) To take the Eastern States service and drop The Times bulletins, if this seems best for Station WHRC.

In other words, we are able to offer no service except that which has previously been described. We will be glad to continue with WHRC but perhaps, if you take the Eastern States service, they would meet your needs and you should drop The Times bulletins. This would make it possible for us to provide a teletype machine for another college on the waiting list.

Please let us know your decision. We appreciate the friendly relationship we have had with WHRC and extend best wishes for its success.

Very truly yours,



Ivan Veit  
Director of Promotion and Research

Mr. William Morrison  
Station Manager WHRC  
Haverford College  
Haverford, Penna.





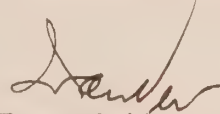
The New York Times  
Times Square

September 2, 1952

Dear Mr. Morrison:

We have just been notified by the American Telephone and Telegraph Company of the date when they will be prepared to institute The New York Times news bulletin service to you via the teletype machine, which is to be installed in your office. The date they give us for Station WHRC, Haverford College, is September 29. Accordingly, our bulletins to you will begin as of that date.

Sincerely yours,



Ivan Veit

Director of Promotion and Research

Mr. H. Wm. Morrison  
Station Manager  
Station WHRC  
Haverford College  
Haverford, Pennsylvania



The New York Times  
Times Square

September 18, 1952

Dear Mr. Morrison:

As our new teletype service to your station gets under way, there are one or two points that I should like to take up with you.

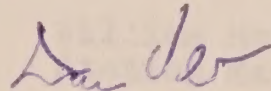
The first is to inform you that we are arranging with the telephone company to supply the paper rolls and teletype ribbon which you need, at our expense. We understand that installation mechanics have told some of the colleges that they would have to supply their own materials. This is not the case. You will shortly receive two spare rolls of teletype paper and one teletype ribbon which should last through the fall semester. If you see you are running short, please let me know.

The second point has to do with election night. We are ready to expand the normal service and to supply hourly bulletins through the evening and even past midnight, if enough of the college stations are on the air. What will your election night schedule be? How long would you be open to receive bulletins which we may send?

When we have the consensus of the participating stations, we will let you know what the schedule will be.

Please let me hear from you within the next few days. We run a madhouse here election night, and all schedules must be made up far in advance.

Sincerely yours,



Ivan Veit

Director of Promotion and Research

Mr. H. William Morrison  
Station Manager  
Station WHRC  
Haverford College  
Haverford, Pennsylvania







Station WHRC  
Haverford College  
Haverford, Penna.  
September 22, 1952

Mr. Ivan Veit  
Director of Promotion and Research  
The New York Times  
Times Square  
New York, New York

Dear Mr. Veit:

This is to acknowledge receipt of your letters of the second and eighteenth regarding the installation and servicing of the teletype. WHRC will resume broadcasting on September 29, on a 24-hour schedule every day of the week. We plan to air the Times news summaries at 7:55 and 10:55 each evening. Since we have only the Times machine, any additional bulletins you send at any time will be greatly appreciated.

In a letter on May 19 I expressed the hope that WHRC would be able to do an all-night election coverage broadcast, lasting until the final outcome was apparent. As soon as you start sending returns to us, we will interrupt our regularly scheduled broadcasts. At 11:00 or Midnight we hope to be able to report the election returns constantly, or with interludes of recorded music. We will remain open as long as you send bulletins; as I say, we would prefer to continue broadcasting until the outcome is assured.

Thank you for your consideration of us in this matter. We depend completely on the Times for news programs at the station, and we have always been completely satisfied.

Sincerely yours,

William Morrison  
Station Manager



